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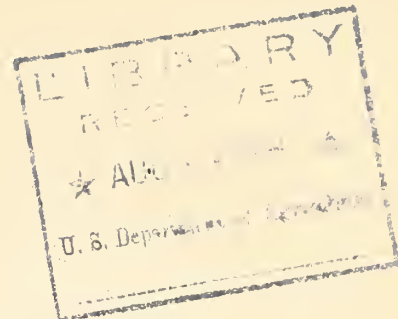


HOW TO READ THE LABEL

Jellies & Jams

by

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Fruit Jelly is the semi-solid gelatinous product made by concentrating to a suitable consistency the strained juice or strained water extract from fresh fruit, from frozen fruit, or from canned fruit, or from a mixture of two or more of them, with sucrose, that is, cane or beet sugar.

Fruit Preserves, or Fruit Jam, is the product made by cooking to a suitable consistency fresh fruit, frozen fruit, canned fruit, or mixtures of them, with sugar or with sugar and water. Not less than 45 pounds of fruit may be used to each 55 pounds of sugar. Where the fruit is whole or in relatively large pieces the product is customarily designated a preserve. If the sugar is wholly displaced by glucose, the product must be labeled as a glucose or corn sirup fruit jelly, or, fruit preserve, as the case may be.

Fruit Butters are generally made from fruit juice together with properly prepared fruit with or without the addition of sugar and spices or vinegar. The product is, of course, evaporated to a semi-solid mass and conforms in name to the variety of fruit used.

You note the standards I have given you do not contemplate the use of dried fruits by manufacturers of these types of products, but if dried fruits are used, the label should so indicate.

Products containing less than 45 pounds of fruit to each 55 pounds of sugar are not jam or preserve and should be labeled, for example, "Strawberries in Sugar Not a Preserve".

Now, as to compounds. This class of products contains between 25 and 45 parts of fruit, usually 25, the minimum requirement, to each 55 parts of sugar, and relatively large quantities of added pectin, which in effect serves to stretch the fruit. Labels to describe such a product often read: "Compound Pectin, Sugar and Strawberry (or other fruit) Preserve (or Jam) Prepared from 20% pectin solution, 55% sugar and 25% Strawberry (or other fruit)".

Right here I want to mention that you will encounter some few of these compounds labeled somewhat as follows: "Compound of Pectin Sugar and Strawberry Preserves Contains 45% Pectin and Sugar Sirup and 55% Strawberry Jam". I don't know whether you got the distinction between that type of label and the one previously mentioned, but, if you did not, here it is: The latter makes reference to "55% Strawberry Jam", whereas the former label specifies but 25% of fruit. The 55% jam label is a statement of fact but the hasty housewife reader, we found upon investigation, believed she was getting a product containing materially more than 25% of actual fruit. I might just

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mention that the compounds on the market are perfectly pure and wholesome and there is nothing wrong with them if they are labeled correctly. You do not save money when you buy a compound jam or preserve because that extra sugar costs you about 300% more than you would pay for it did you buy it as sugar.

Now, for the imitation products. Jams and preserves which contain less than 25 parts of fruit to each 55 parts of sugar, the balance being made up with pectin solution, either with or without added color and perhaps flavor, together with added acid, constitute this class. Compounds as previously described, if artificially colored, likewise become imitations.

If you will read the label carefully you will find they are designated as imitations together with a statement of their ingredients. After that you can decide whether you want them at the price offered.

Before leaving this subject of jams and jellies I just want to mention that you will occasionally note on jelly labels the words "Pectin added". This means the manufacturer has added a small amount of pectin because of deficiency of that substance in the fruit used. The Government does not object to this, providing the product contains the full amount of fruit juice.

If you encounter jellies labeled, for example, "Pectin-Strawberry Jelly" it means a material amount of fruit juice has been displaced by pectin. It should sell for less money than genuine "Strawberry Jelly".

Jellies that bear the names of two fruits, for example, "Apple and Strawberry" contain juice from both fruits, the one named first predominating.

You may encounter products labeled "Imitation Jelly". If so, the ingredients should be given on the label. Most "Imitation Jelly" goes to bakers and confectioners.

The words "Added Acid", or "Fruit Acid Added", where appearing on labels, means the manufacturer has added a harmless organic acid. The primary purpose of adding acid is for giving consistency and tartness.